

Prosur to Demonstrate MAHA-Ready Food Solutions at IFT First

19 June 2026 | News

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Prosur will demonstrate how its natural ingredient solutions are a perfect fit for the challenges and opportunities of the MAHA era at IFT First (12th-15th July 2026 in Chicago).

The Make America Healthy Again (MAHA) movement has been a powerful catalyst for the clean and clear-label trends. The 2025 Make Our Children Healthy Again strategy included a range of initiatives for reductions in ultra-processed foods (UPFs), synthetic colours, and added sugars.

With manufacturers facing a growing imperative to reformulate, the impact of MAHA will be a major focus at IFT First. The event will feature several sessions on the changing regulatory landscape with a senior government official among the speakers.

Prosur will demonstrate how its expertise in clean and clear label solutions can help manufacturers succeed in the MAHA environment. The food-biotech pioneer launched the first commercial nitrite eliminator for meat in 2015, and today provides natural and clean-label solutions across all food and beverage categories.

The Prosur Get It Natural Toolbox is a ready-to-use suite of multifunctional ingredients based on the principle of “Protecting food with Food”. Leveraging the power of natural ingredient systems, it helps manufacturers drop unwanted chemicals and create great-tasting products with clearer labels.

The proven, cost-effective solutions in the toolbox are based on a range of nature-powered technologies, including chemical elimination; next-level fermentation (crafted from upcycled superfoods through gentle water infusion); and smarter sweetener systems. They can be used in applications including meat, dairy, beverages, bakery and confectionery.

Simon Claessens, Global Director, Sales & Business Development at Prosur, said: “MAHA has turbo-charged the clear and clean label movements, which were already gathering pace because of consumer preferences. As a result, it’s never

been more important to ensure that your products taste great, are free from synthetic additives, and carry easy-to-understand labels. The new regulatory landscape has created challenges, but there are also real opportunities to get ahead of the game by future-proofing products using natural and cost-effective ingredients that eliminate chemical dependency. At Prosur, weâ??re proud to have been at the forefront of the real food and clean label movements, and weâ??re excited to share our expertise at IFT First.â?•